

# STATE AND PROSPECTS OF RURAL DEVELOPMENT IN UKRAINE

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**Abstract.** Reformation of the economy of Ukraine today determines the necessity of development of the agrarian sector as a cornerstone of economic growth. Transformational processes contribute to the increase in gross output of agricultural production, export capacity building of the branch but, unfortunately, it has little effect on the socio-economic development of rural areas and raising the level of well-being of the rural population. Underdevelopment of social infrastructure of rural areas especially significantly affects the quality of life in rural areas. Most of the Ukrainian villages are lacking preschool institutions, schools, medical outpatient clinics, emergency medical services, and other centres of social infrastructure. Living conditions in rural areas remain unfavourable. As a consequence, a need arises to search for a complex approach to the solution of problems of rural development, which is based on principles of sustainable development. *The purpose* of the article is to study the state of rural areas in Ukraine and Vinnitsia region based on the use of SWOT-analysis and to determine perspective tools for the further promotion of rural development. *Methodology.* When writing the article, the authors used a monographic method with the purpose of revealing cause-and-effect relations; an economic-statistical method for the analysis of a number of population; a graphical method for building schemes and diagrams; conclusions and recommendations are formulated by using abstract-logical method; methods of analysis and synthesis are used for conducting SWOT-analysis. *Results.* As a result of conducted research, approaches of foreign and domestic scientists to the definition of "rural areas" are studied and, on its basis, the authors present the main signs peculiar to rural areas and propose the author's definition for a category of "rural areas." Research of the modern state of rural areas on the basis of using SWOT-analysis is done. Evaluation of the biggest problems of development of rural development in Ukraine is made. It is determined that Vinnitsia region is one of the agrarian-oriented regions and thus rural development in this region becomes of paramount importance. The article analyses dynamics of the number of rural population of Vinnitsia region, investigates a relative share of rural population in the general structure of the population of regions of Vinnitsia region, conducts an assessment of the ratio of income and expenditure of the rural population of Vinnitsia region. Based on the research done, conclusions and proposals are formulated, which are a set of measures for providing rural development, the main of which are: stimulating counselling to raise the level of knowledge and practical skills of peasants based on active teaching methods, as a tool of state support for the agricultural producer and rural population, contribution to the development of cooperation and creation of cluster associations able to provide for a higher added value of agricultural production, "green tourism" development. *Practical importance.* Research results allowed determining a set of measures to further improve rural development and ensuring a higher level of well-being of rural population who can be used in the development of state target-oriented programs and regional strategies of rural development.

**Key words:** rural areas, development, consumer expenditure, rural population, revenue structure.

**JEL Classification:** C13, D31, R23

## 1. Introduction

The strategic direction of development of Ukrainian economy predetermines a need to transform the agrarian industry into a highly competitive sector of the economy, providing its ability to integrate into the world agrarian market system. As a result, it is necessary to ensure agrarian formations, which would most fully

respond to market challenges and form competitiveness of the industry [6]. The share of agriculture in GDP (including forestry and fishery) increased from 7.5% in 2008 to 10.3% in 2014. Generated by agriculture value added increased by 71% during 2003–2014, while other sectors of the economy in aggregate increased only by 26%. The share of agricultural industry in the structure of employment of population of Ukraine remained

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virtually unchanged – 18% in the 2000 year and 17% in the 2013 year (without including rural households) (Yedyna kompleksna stratehiia ta plan dii rozvytku silskoho hospodarstva ta silskykh terytorii v Ukraini na 2015-2020 roky).

To the study of issues of rural development in the context of implementation of modern agrarian policy devoted their works such prominent Ukrainian scholars as: A. Bydyka, T. Bondar, O. Borodina, V. Borshchevskyi, F. Vazhynskyi, I. Honcharuk (Honcharuk, 2016), S. Devko, H. Kaletnik (Kaletnik, 2015), E. Kirieieva (Kirieieva, 2017), A. Lisovyi, M. Lesiv, A. Mazur, M. Malik, O. Onyshchenko, O. Pavlova, P. Sabluk, Yu. Urkevych. These scholars made a number of significant developments on the concept of rural development; however, development of European integration processes in Ukraine requires further in-depth study and formulation of an effective policy of rural development on the basis of implementation of European values.

## 2. Definition of the concept “rural areas”

According to I. Honcharenko, rural area – is a complex and multifunctional natural, socio-economic and industrial-economic structure, which is characterized by a number of features peculiar to it, namely: land area; features of the landscape; the number of living people and type of their employment; the number, species diversity of the plant and animal world; volumes and structure of production; development of social and production infrastructure, and other features (Honcharenko, 2009).

G. Hart and E. Larson note that a significant part of politicians, researchers, and analysts prefer one standard universal definition, however, there is no unambiguous concept of “rural areas”. The definition of rural areas is elusive and often based on stereotypes and personal experience. The term envisages the presence of pastoral landscapes, unique demographic structure and resettlement schemes, isolation, low population density, availability of extractive industry, and excellent socio-cultural environment. However, they affirm that aspects of the countryside cannot fully define the definition of “rural.” For example, rural culture can also take place in urban settings. Only a small part of the rural population participates in agriculture, and in cities, it ranges from a few inhabitants to tens of thousands. The proximity of rural areas to urban settlements ranges from a few miles to hundreds of kilometres. Generations of rural sociologists, demographers, and geographers struggled with this concept (Hart Gary, 2005).

According to F. Mantino, rural areas or rural regions (district) covers people, territory, and other resources of the public landscape and small settlements outside the immediate sphere of economic activity of large

city centres. A criterion for assigning a settlement to a city or village is the population density of more than 150 people per km (Mantino, 2010).

K. Johnson from the USA mentions that the rural areas of America – much more than just agriculture. They include industrial parks, warehouses, and food factories located in rural intercity territories; regions where generations of people worked for the extraction, processing, and transportation of coal, ore, oil, and gas to both near and remote customers; woodworking and cellulose enterprises, which are located deep in the forests; industrial towns seeking to keep jobs in terms of intense global competition; and recreational areas that dynamically develop near mountains, lakes, and coasts (Johnson).

Czech scholars define “rural areas” by features given in Table 1.

Table 1  
Features characterising the definition of “rural areas”  
(Ondřej Konečný)

Criteria	Main features
The structure of the settlement	Low density of construction, farming, low ratio of built-up areas
Architectural features	Single-storey houses, integration of residential and other functions, lack of leased housing, private houses
Social functions	Conservatism, traditionalism, friendly relations with neighbours, compassion, cooperation, common history
Economic features	Travel to work, employment in agriculture, higher quality of life
Governance	Municipal form of ownership, the priority of municipalities in the structure of governance
Sizes	Number of inhabitants, population density, area, ratio of built-up area

Having analysed the above approaches of scholars to the concept of “rural areas”, one can distinguish some common features in all approaches: density of population, agriculture is the main sphere of employment of the population, low density of construction, species diversity of plant and animal life.

In Ukrainian legislation, there is no information on the maximum number of inhabitants who can reside in the administrative-territorial unit of rural areas. The current Decree of the Presidium of the Supreme Council of the Ukrainian SSR “On the Procedure for Solving Issues of the Administrative-Territorial Division of the Ukrainian SSR” provides for the definition that “the category of urban-type settlements may include the settlements located at industrial enterprises ... with a population of more than 2 thousand people, of which not less than two thirds are made up of workers, employees, and members of their families.” The interpretation of the term “village” is not mentioned in the Decree (Ukaz Prezydii Verkhovnoi Rady Ukrainskoi RSR)

The draft law of Ukraine “On the Principles and Procedure for Solving Issues of the Administrative and Territorial System of Ukraine” states that “the category of villages includes a settlement with manor houses, small in number of people, formed in conditions of preferential employment of its inhabitants in the rural, forest, or fishing industry, folk crafts, primary processing of agricultural, forestry or fishery products” and “the category of settlements includes a locality with mainly manor houses, social and communal infrastructure, which relates to the location on its territory of an industrial enterprise, an enterprise for the production and processing of agricultural, forestry, fishery products, a railway junction, hydrotechnical or other construction, and has a population of more than 500 people” (Zakonoproekt Ukrainy), and also states that the villages and settlements are rural settlements. On the other hand, there it is specified that “the category of cities includes a locality where are industrial and processing enterprises, communal enterprises, housing stock, a network of social and cultural institutions and enterprises, which has a developed social and communal infrastructure, a network of streets with a mostly hard surface, with a population of at least 5,000 people” (Zakonoproekt Ukrainy), from which we can assume that the maximum population of the village is limited to 5,000 people.

Having analysed the definition of “rural areas” by researchers, we deem it advisable to consider rural areas as a complex open system with external connections. The main features of rural areas are given in Figure 1.

Consequently, the concept of “rural areas” will be considered as a complex system, which is characterized by a specific socio-cultural environment, species biodiversity, residential buildings with plots of land, as well as a close connection with the development of

agricultural production, which is influenced by factors of the external and internal environment.

### 3. Analysis of the state of development of rural areas in Ukraine

For the purpose of studying the current state of development of rural areas in Ukraine, it is relevant to use a method of SWOT-analysis. O. Maisak informs that SWOT-analysis involves the division of factors describing the object of research into four categories: strengths, weaknesses, opportunities, and threats. Strengths and weaknesses are factors of the internal environment of the object of research (that is, what the object itself is capable of influencing); opportunities and threats are factors of the external environment (that is, those that can affect the object from the outside and it is not controlled by the object). He argues that the SWOT-analysis is applied to objects of a different scale and not only in areas that are aimed at increasing profits but also in areas where goals have a complex social or socio-economic nature. We support his view that the object of modern SWOT-analysis in a broad sense – a socio-economic object (Maisak, 2013).

The main regulatory documents regulating the development of rural areas in Ukraine are the Conception of the State Target Program for Sustainable Development of Rural Areas for the period up to 2020 (Kontseptsiia) and the Unified Integrated Strategy for Agriculture and Rural Development for 2015–2020 (Yedyna kompleksna stratehiia ta plan dii rozvytku silskoho hospodarstva ta silskykh terytorii v Ukraini na 2015-2020 roky).

From these Concept and Strategy, we will highlight the strengths, weaknesses, opportunities, and threats

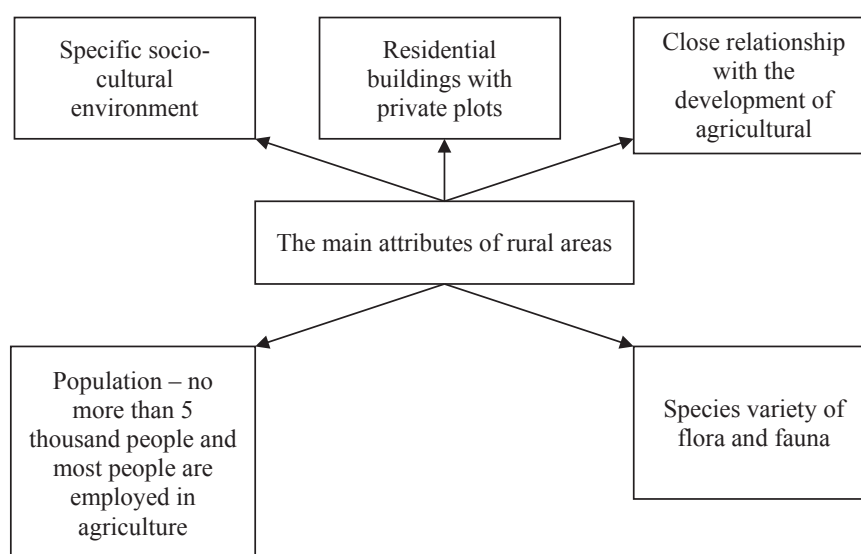


Fig. 1. The main attributes of rural areas

Source: developed by the authors by (Honcharenko, 2009; Zakonoproekt Ukrainy; Mantin, 2010; Ukaz Prezydii Verkhovnoi Rady Ukrainiskoi RSR; Hart Gary; Johnson; Ondřej Konečný)

of Ukrainian rural areas and systematize them in the SWOT-analysis table (Table 2) in order to find ways to improve development.

From Table 2 it can be concluded that in rural areas of Ukraine, there is a mass of weaknesses in the internal environment and threats in the external one, but in contrast to them, there is not less number of strengths and opportunities.

Among the weaknesses of the development of rural areas it should be noted that particularly acutely in recent decades, the quality of life of rural inhabitants is influenced by the undeveloped social infrastructure of rural areas. In many Ukrainian villages, there are

not enough modern schools, kindergartens, hospitals, emergency medical services, clubs, and other social infrastructure centres. The living conditions in the Ukrainian village remain extremely unfavourable (Honcharuk, 2016).

The level of wages in agriculture remains one of the lowest among the branches of the national economy (69% on average in the country). 661 400 people in all are officially employed in agriculture, forestry, and fishery; in small farms, informal employment prevails. Monetary income of rural households per capita, of which 34.8% is dependent on social security assistance, is one quarter lower than that of non-rural households.

Table 2  
SWOT-analysis table

Internal environment	Strengths	Weaknesses
	<ol style="list-style-type: none"> <li>1. Preservation of traditions and cultural heritage as microenterprise assets.</li> <li>2. Presence of natural resources for the diversification of economic activity in rural areas.</li> <li>3. Potentially high consumer cost of environmentally attractive living environment.</li> <li>4. Sufficient spatial base for the development of multi-sectoral agriculture and placement of non-agricultural production facilities.</li> <li>5. Recreational potential.</li> </ol>	<ol style="list-style-type: none"> <li>1. Limitedness of places for the application of labour, related to the low level of development of rural economy.</li> <li>2. Non-compliance by economic entities with environmental requirements in rural areas.</li> <li>3. The orientation of branches of the social sphere to the centralization of service and "optimization" of the network of institutions.</li> <li>4. Destruction of material objects of historical and cultural heritage.</li> <li>5. Underdevelopment of industrial, engineering, and communication infrastructure.</li> <li>6. Prejudice towards the village as the only spatial development base for agro-industry.</li> <li>7. Low adaptability of the rural population to radical changes, limited possibilities for self-realization.</li> <li>8. The unattractive business environment in the village.</li> </ol>
External environment	Opportunities	Threats
	<ol style="list-style-type: none"> <li>1. Development of the world market: the growth of the population of the planet leads to an increase in demand, especially with the growth of the share of the middle-income population; increase in demand for bioenergy.</li> <li>2. The growth of productivity: significant opportunities for increasing productivity, for example, by increasing yields in the south by intensifying irrigation.</li> <li>3. Investment opportunities: a high return on capital in some agricultural sectors has been recorded, despite the current unfavourable business environment.</li> <li>4. Foreign trade: Association Agreement between Ukraine and the EU gives access to EU external markets; an incentive to achieve a compliance with international standards and technology transfer with the EU.</li> <li>5. Human capital, the potential for education and research: ongoing reforms of education, existing research, and counselling lead to higher levels of skills.</li> <li>6. The attractiveness of farming as a profession: an increasing number of people in rural areas are prepared to engage in farming as it becomes more profitable.</li> <li>7. Reform of thinking: significant internal and external pressure on reforms.</li> </ol>	<ol style="list-style-type: none"> <li>1. The inability of some farmers to adapt: very small farms and possibly larger enterprises may not have enough information and will not be able to adapt to the requirements of the Association Agreement between Ukraine and the EU, in particular, regarding hygiene, sanitation, and phytosanitary.</li> <li>2. The deterioration of agricultural infrastructure: lack of investment in agrarian infrastructure (equipment, storage, etc.), maintenance, and development.</li> <li>3. Loss of export opportunities: new export markets are occupied by more flexible and productive competitors.</li> <li>4. Deterioration of the environment: the negative impact of the intensification of agricultural production on the environment (reduction of nutrient content in soils, erosion, wear of melioration systems) and climate.</li> <li>5. The harsh situation of rural areas: the aging of the rural population; depopulation of the countryside; lack of skilled labour for agriculture; lack of development of non-agricultural business activity.</li> <li>6. Resistance to change: counteracting the changes by stakeholders that are beneficial in preserving the current situation and who are keenly interested in delaying and sabotaging many reforms.</li> </ol>

Source: developed by the authors by using sources (*Yedyna kompleksna stratehiia; Kontseptsiiia Derzhavnoi tsilovoi prohramy staloho rozvytku silskykh terytorii na period do 2020 roku*)



The share of agricultural income in the total income of rural households continues to decrease (29.9% in 2000, 10.6% in 2013). Income per capita: 23% of rural households are below the minimum subsistence level (10.2% in urban areas). The poverty rate in rural areas is 1.7 times higher than in urban areas. In terms of living conditions, the percentage of poor rural and urban households is respectively 39% and 19% (Yedyna kompleksna stratehiia).

There is a big gap between the volume of housing construction and the quality of housing and communal services in villages located in suburban and recreational areas, and villages located in remote rural areas. Only 31.5% of the rural housing stock is connected to centralized water supply systems. The state of environmental safety is deteriorating. Emissions of harmful substances from stationary sources of pollution in the atmosphere in the agricultural segment can be compared with the mining sector. The number of unauthorized dumps is increasing. Over the difficult living conditions, many members of rural communities experience hopelessness and distrust (Yedyna kompleksna stratehiia).

According to the results of the analysis, it is possible to determine the state of development of rural areas of Ukraine today as a critical one, which is conditioned by the difficult conditions of doing business and the slow pace of development of small- and medium-sized agrarian enterprises (unfavourable business climate, lack of affordable lending), and directly underdeveloped rural infrastructure localities, lack of effective policy, and also uncertainty in the field of land relations.

#### 4. Modern state prospects for the rural development in Vinnytsia region

The development of rural areas and the well-being of their inhabitants are closely interconnected with the development of small- and medium-sized farming and, as a consequence, development of the entire agrarian sector. Vinnytsia region – a traditional agrarian land with a significant share of the rural population, so we will analyse development trends of rural areas in the Vinnytsia region.

As H. Kaletnik notes, “Vinnytsia region, which had average rural development parameters in terms of the ecological situation, social environment, the state of communication and water supply, was supposed to focus on attracting foreign investment, implementing science-intensive technologies, creating innovative agricultural structures, and developing a number of measures to increase rural welfare while, at the same time, solving problems of raising the level of education, qualifications of workers in the agrarian sector of the economy, widely using advisory services, consulting, and information services...” (Kaletnik, 2015).

It is expedient to reflect the development of rural areas through the prism of the population and analysis

of the main indicators of the welfare of the region's population. For clarity, we will reflect the dynamics of the population of Vinnytsia region.

Table 3

#### The number of present population of the Vinnytsia region since 1959 (Statystychnyi shchorichnyk Vinnychyny za 2016 rik)

Period, years	Total, thousand people	Including		To the total population, %	
		Urban	Rural	Urban	Rural
1959	2132,6	363,1	1769,5	17,0	83,0
1970	2131,8	542,1	1589,7	25,4	74,6
1980	2033,7	727,1	1306,6	35,8	64,2
1990	1925,6	866,5	1059,1	45,0	55,0
2000	1811,0	844,3	966,7	46,6	53,4
2010	1650,6	814,2	836,4	49,3	50,7
2016	1602,2	813,4	788,8	50,8	49,2

It is evident from Table 3 that the number of present rural and urban population is almost equal. In 1959, the share of rural and urban population amounted to 83.0% and 17.0% respectively. In the early 90's, trends have changed and the share of the rural population was 55.0%. In 2016, the rural population accounts for only half (49.2%) of the total population structure, indicating the growing pace of urbanization. However given that rural areas cover a much larger area than urban areas, this is a matter of concern.

According to statistical data in 2016, the total population of the Vinnytsia region is 1 602 163 people, the share of the rural population is 49.23%, that is 788 776 people, and urban respectively 50.77%. Consequently, the ratio of the rural and urban population of Vinnytsia region is almost equal. Let us determine the relative weight of the rural population in the general structure of the population of districts of Vinnytsia region and represent results in Fig. 2.

It is clear from Figure 2 that the smallest share of the rural population is in the Tivriv district (45.45%) and the largest in the Mohyliv-Podilskyi district (88.39%). In general, in almost all districts of the Vinnytsia region, the share of the rural population exceeds 50%.

In our view, one of the decisive factors of rural development is the welfare of the population. Evaluation of the welfare of the population of rural areas can be presented through the analysis of the structure of financial incomes of households of Vinnytsia region and the study of cost structure.

Table 4 clearly shows that the main income in urban settlements – wage (salary), while in rural areas in 2016, the percentage of wages and pensions, scholarships, subsidies is almost equal, 34.5% and 31.9% respectively.

To study the households' money expenditures in Vinnytsia region, we will determine what the cost of consumption is. According to Shevchenko O.,

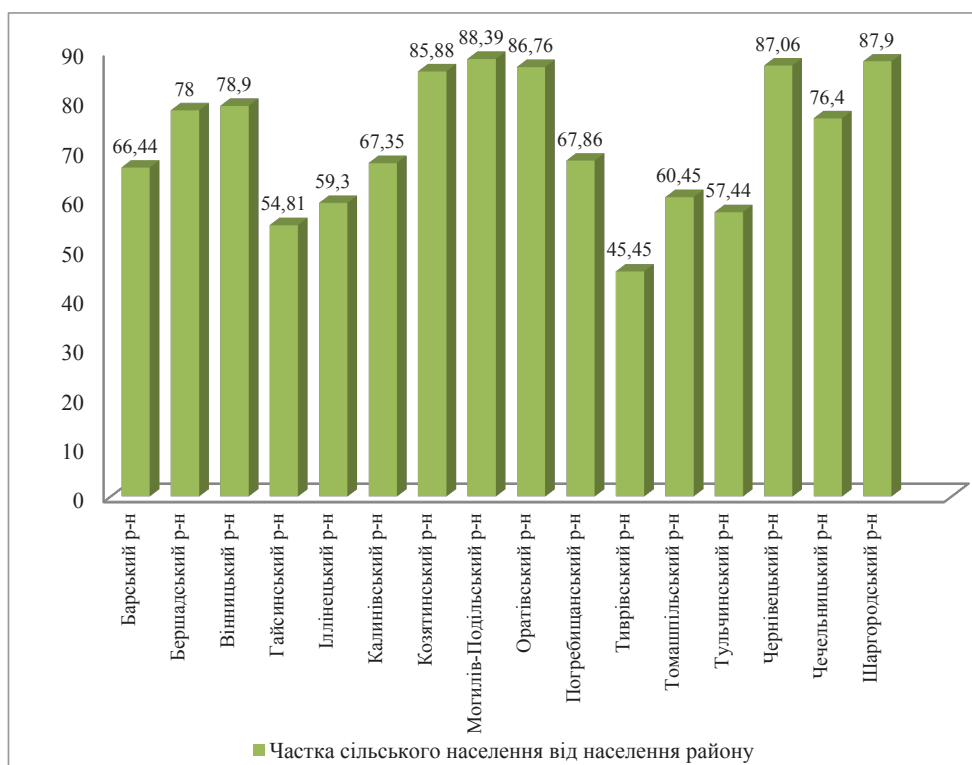


Fig. 2. The share of the rural population in the general structure of the population of districts of the Vinnytsia region [Formed by the authors by the source (Chyselnist naiavnoho naselennia)]

Table 4

Structure of financial incomes of households of Vinnytsia region

	2010			2015		
	all households	including residing		all households	including residing	
		in urban settlements	in rural areas		in urban settlements	in rural areas
Total cash income, UAH	2596,6	2908,97	2326,6	4839,2	5433,6	4307,9
Per cents						
Labour remuneration	44,3	58,0	29,4	39,4	43,9	34,5
Income from entrepreneurship and self-employment	4,2	6,5	1,7	13,5	20,5	5,7
Income from sales of agricultural products	11,1	0,6	22,4	8,6	0,1	18,2
Pensions, scholarships, grants and subsidies provided in cash	32,1	25,0	40,0	28,1	24,6	31,9
Cash assistance from relatives, other people and other cash income	8,3	9,9	6,5	10,4	10,9	9,7

Source: Statystychnyi shchorichnyk Vinnychyny za 2016 rik

Table 5

Structure of household expenditures

	2010			2015		
	all households	including residing		all households	including residing	
		in urban settlements	in rural areas		in urban settlements	in rural areas
Total cash expenses, UAH	2511,1	2927,13	2151,5	4398,9	5287,4	3604,9
Per cents						
Consumer cash expenditures	86,4	90,5	81,5	90,2	92,4	87,3
food products (including out-of-home food, alcoholic beverages and tobacco products)	53,5	54,4	52,5	51,8	51,6	51,9
non-food products and services	32,9	36,1	29,0	38,4	40,8	35,4
Cash assistance to relatives, friends, and others	5,4	4,3	6,6	4,3	4,0	4,8
Other expenses (for a private subsidiary, purchase of shares, certificates, deposits to banks, alimony, housing construction, etc.)	8,2	5,2	11,9	5,5	3,6	7,9

Source: Statystychnyi shchorichnyk Vinnychyny za 2016 rik

consumer expenditure or consumption expenditures are divided into three groups: expenditures for goods of everyday use, i.e. food products, the bulk of clothing, personal hygiene products, etc.; expenditures for goods, the term of use of which is long (household appliances, electronics, etc.); expenditures for services (payment of housing and utilities, services provided in the field of education, medicine, etc.) (Shevchenko, 2009). Let us analyse the structure of household expenditures in Table 5.

We observe that, as in urban settlements and in rural areas, consumer expenditures on food products account for the largest part (51.6% and 51.9%). In general, the difference in the cost structure between urban settlements and rural areas is negligible (5-9%).

## 5. Conclusions

Thus, the conducted research of the concept of "rural areas" and state of development of rural areas in Ukraine and Vinnytsia region allows determining a number of priority directions for further stimulation of rural development and ensuring a higher level of well-being of rural inhabitants: reforming the agrarian sector on the basis of support for the rural development; stimulating the creation of small- and medium-sized farms that can provide jobs and maintain infrastructure.

Thus, for the development of rural areas in terms of European integration processes, it is necessary to take the next steps:

- determine "green tourism" as a strategic direction for the development of the countryside, capable of preserving and increasing its cultural heritage and traditions;
- for the purpose of attracting young farmers to agribusiness, to use systems of direct and indirect economic incentives in the form of tax credits, tax holidays and state subsidies, subsidies, etc.;
- actively stimulate counselling to increase peasants' knowledge and practical skills on the basis of active learning methods as a tool of state support for agricultural producers and rural population;
- stimulate cooperation and formation of cluster associations able to provide a higher added value of agricultural products;
- popularize among the population of the country of consumption of environmentally friendly products grown in households;
- standardize agricultural products in accordance with European and world standards for access to foreign markets;
- more severely control business entities regarding compliance with environmental requirements;
- develop non-agricultural business activities.

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### СОСТОЯНИЕ И ПЕРСПЕКТИВЫ РАЗВИТИЯ СЕЛЬСКИХ ТЕРРИТОРИЙ УКРАИНЫ

**Аннотация.** Реформирование экономики Украины сегодня определяет необходимость развития аграрного сектора как фундаментального элемента экономического роста. Трансформационные процессы способствуют увеличению валового производства сельскохозяйственной продукции, наращивание экспортного потенциала отрасли, но, к сожалению, это мало влияет на социально-экономическое развитие сельских территорий и повышение уровня благосостояния сельского населения. Незрелость социальной инфраструктуры сельских территорий особенно ощутимо влияет на качество жизни на сельских территориях. Большинство украинских сел испытывают недостаток дошкольных учреждений, школ, медицинских амбулаторий, служб скорой помощи и других элементов социальной инфраструктуры. Остаются неблагоприятными условия проживания в сельской местности. В результате возникает необходимость поиска комплексного подхода для решения проблем развития сельских территорий, основанный на принципах устойчивого развития. *Целью* статьи является исследование состояния сельских территорий Украины и Винницкой области на основе использования SWOT-анализа, и определения перспективных инструментов по дальнейшему стимулированию развития сельских территорий. *Методика.* При написании статьи были использованы монографический метод с целью выявления причинно-следственных связей; экономико-статистический метод для анализа численности населения; графический метод для построения схем и диаграмм; с помощью абстрактно-логического метода сформулированы выводы и рекомендации; методы анализа и синтеза использовано для проведения SWOT-анализа. *Результаты.* В результате проведенного исследования изучены подходы зарубежных и отечественных ученых к определению дефиниции «сельские территории» и на их основе авторами представлены основные признаки, присущие сельским территориям, предоставлено авторское определение категории «сельские территории». Проведено исследование современного состояния сельских территорий на основе использования SWOT-анализа. Осуществлена оценка крупнейших проблем развития сельских территорий Украины. Определено, что Винницкий край является одним из аграрноориентированных регионов, а следовательно развитие сельских территорий в области приобретает первостепенное значение. В статье проанализирована динамика численности сельского населения Винницкой области, исследованы удельный вес сельского населения в общей структуре населения районов Винницкой области, проведена оценка соотношения доходов и расходов сельского населения Винницкой области. На основе проведенных исследований сформулированы выводы и предложения, которые представляют собой комплекс мероприятий по обеспечению развития сельских территорий, основными из которых являются: стимулирование консультирования для повышения уровня знаний и практических навыков крестьян на основе активных методов обучения, как инструмента государственной поддержки сельскохозяйственного товаропроизводителя и сельского населения, содействие развитию кооперации и образованию кластерных объединений, способных обеспечить высокую добавленную стоимость сельскохозяйственной продукции, развитие «зеленого туризма». *Практическое значение.* Результаты исследования позволили определить ряд мер по дальнейшему стимулированию развития сельских территорий и обеспечение высокого уровня благосостояния жителей сельских территорий, которые могут быть использованы при разработке государственных целевых программ и региональных стратегий развития сельских территорий.